

DECISION MANAGEMENT SYSTEM PROVIDING QUALITATIVE
ACCOUNT/CUSTOMER ASSESSMENT VIA POINT IN TIME
SIMULATION

A computer-implemented decision management system which provides qualitative client assessment via point in time simulation. More specifically, the decision management system (a) simulates the effect of a strategy by applying the strategy to client data, and (b) tracks what type of client traveled through a respective decision point in the strategy during the simulation. Simulation parameters can be selected without technical intervention via, for example, a GUI and a relational data model. Such parameters can include which customers and which client data sample will be used for the simulation, and which inbound events will trigger the strategy. Moreover, detailed and aggregate results can be consolidated to determine expected results from the simulated strategies, and traditional and OLAP reporting facilities can be applied to analyze/view the consolidated results.